

## Motivasi mahasiswa untuk check-in di Path = Student motivation about check-in Path

Rosa Abhal Anggini, author

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### Abstrak

#### **ABSTRAK**

Studi ini menjelaskan tentang motivasi check-in di Path mengenai popularitas tempat makan. Saat studi ini dilakukan penulis menetapkan mahasiswa Program Sarjana Ilmu Komunikasi FISIP UI angkatan 2012 sebagai responden. Selain itu studi ini ingin melihat bagaimana pandangan mahasiswa mengenai berbagai macam tempat makan yang dapat dikategorikan sebagai tempat populer. Dalam tulisan ini teori yang digunakan adalah Reasoned Action Theory. Teori ini menjelaskan hubungan antara konsep keyakinan (belief), sikap (attitude), kehendak (intention), dan perilaku (behavior). Hasil studi menyatakan bahwa tempat makan yang disukai oleh mahasiswa adalah tempat makan yang sering muncul di timeline Path mereka. Selain itu, kelezatan makanan, fasilitas, frekuensi pengunjung, ambience tempat, lokasi, menu dan harga menjadi motivasi mahasiswa untuk Check-in di tempat tersebut.

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#### **ABSTRACT**

This study explains about check-in motivation in Path regarding with culinary place popularity. When this study was being held, researcher has decided that students in FISIP communication year 2012 to be its respondents. Furthermore, in this writings researcher wants to see students' perspectives about some kinds of culinary places which is can be categorized as a popular places. In this study theory that is being used was Reason Action Theory. This theory has explained about the relationship between belief, attitude, intention, and behavior concepts. The result of this study has talked about the culinary places that is loved the most by them was the one which is often comes out in their Path's timeline. Aside from that, the delicacy of its foods, facility, visitors' frequency, ambiences, locations, menus and prices have become their motivations to check-in over that places.